arcade express

THE BI-WEEKLY ELECTRONIC GAMES NEWSLETTER

"ADAM" IS COLECO'S
NEXT CENERATION COMPUTER

The star of Consumer Electronics Show in Chicago was un-
questionably Coleco's newest product, the "Adam". The
Connecticut company introduced its first home computer
on the eve of CES, and stole the show with the powerful, low-priced, user-friendly system.

The complete Adam package retails for about $600. This includes a daisy-wheel
printer, high-speed magnetic-tape memory, a full typewriter keyboard, improved Coleco-
Vision game-playing capability, and built-in word processing. Camers who already have a
ColecoVision can purchase the Adam computer module for $400, then plug it into the game
unit, giving them all the capabilities of the stand-alone computer.

Adam comes packaged with "Buck Rogers-The Planet of Zoom", an arcade-style game said
to show off the computer's gaming capabilities to best advantage. The printer turns
out text at a rate of 10 characters a second, and the central processor stores 256,000
characters of information. Programs for Adam are stored on data storage units that
operate on the unit's self-contained drive. By packaging in one computer all the peri-
pherals that most people usually buy separately, such as the drive, printer and word-
processing software, the company claims the cost of the system totals less than a similar
package would from other manufacturers.

The introduction of the new computer wasn't completely without mishap, though. Now
it seems that the name "Adam" has a prior claim on it. Logical Business Machines has
marketed a $20,000 office micro-computer system under that name since 1975, so says they
own the rights to the name. However, Coleco claims it bought rights to the name from a
company that owned a trademark, and that Logical had failed to register "Adam". The two
companies are talking out their differences, and decline comment on whether these problems
will lead them into court.

VCS MARKET 'HEALTHY AS HELL'
ACCORDING TO ATARI EXEC

David Ruckert, Senior Vice President of Marketing for
Atari's Consumer Electronics Division, says the VCS market
is continuing to thrive. The company spokesman made his
remarks at a press conference at CES, saying that cartridge sales for the VCS were up 10%
this April over a similar period last year. Ruckert estimates that 10% of all U.S. house-
holds will buy a VCS during the next year, to create an expanded market for software.

Atari unveiled plans for software for Texas Instrument's TI 99/4A, Apple, IBM, VIC-20,
and Commodore 64, as well as 28 new games for the VCS and Atari 5200 systems, and nine
titles for "The Craduate", Atari's add-on module that turns the VCS into a computer.

On the hardware side, Atari introduced a total home computer system retailing for
about $600. The new computer, model 600XL, comes packed with a letter-quality printer
with a cylinder-type head, and the Atari Writer word-processing cartridge.

MILTON BRADLEY, ATARI
SPEAKINC TO EACH OTHER

Milton Bradley and Atari have signed a pack that should keep
these two companies talking. The agreement calls for MB to
manufacture a voice recognition and synthesis unit for the
Atari 2600 and 5200 videogame consoles. It will be sold under Atari's label, and Milton
Bradley will also work with the Sunnyvale manufacturer on 18 software packages making
use of the voice unit.

ELECTRONIC ARTS   Electronic Arts is star-gazing, and they've spotted some big ones.
IS SEEING STARS   The San Mateo, Calif. software firm just signed NBA basketball
                         champs Julius "Dr. J" Erving and Larry Bird to help design a home
computer basketball game using on-screen images produced with digital technology. The
Boston Celtics star Larry Bird, and Philadelphia 76'er Dr. J are said to be continuing
their on-court rivalry as they coach Electronic Arts on strategy and game moves.

     Electronic Arts also signed cartoonist Gahan Wilson, who'll help a design team
develop entertainment software that embodies his unusual humor. Wilson, the first
cartoonist to graduate the Chicago Institute of Art, has written several hit books, and
his well-loved cartoons appear in Playboy, The New Yorker, Punch and many other magazines.

     Trip Hawkins, president of the firm, says these are only the first of many relation-
ships the company plans to establish with talent outside the computer field.

MATTEL DROPS INTELLIVISION^3;   Mattel sketched plans for the Intellivision^3 game
INTRODUCES "SUPERGRAPHICS"   console, deciding to concentrate instead on new soft-
                                     ware for the existing models, as well as expanding
their line of software for other systems. In addition to adding to the catalog of games
available for their own Intellivision and the new Mattel "Aquarius" home computer, the
company will continue to produce games for the Atari 2600, and plans to introduce titles
for the Apple, IBM-PC, and Atari home computers.

     Mattel unveiled "SuperGraphics", a programming technique that greatly improves the
graphic capabilities of Intellivision by adding high-res definition. The new games that
utilize "SuperGraphics" feature enhanced visual treatments, including multiple play
screens, animated title pages, scrolling playfields, and more colors than before.

JAPAN'S LATEST COIN-OP CRAZE   Sega hopes it has another "Space Invaders" craze on its
SCHEDULED TO CONQUER AMERICA   hands, with its new play-for-pay machine "Champion
                                  Baseball". Seems the game attracts the same kind of
frenzied popularity in Japan as "Space Invaders", the game that actually caused a severe
coin shortage in the island nation for several months. According to Sega's VP of
Marketing, Bob Rosenbaum, "Champion Baseball" generates the same widespread enthusiasm
among Japaneze arcaders.

     "Champion Baseball" allows gamers to choose their favorite city's team to play
against the computer's team choice. Arcaders can even select relief or pinch hitters.
Pitch, hit, field balls, steal bases, bunt, hit fouls and slide into bases, before a
stadium filled with cheering fans. There's even an umpire to call the game. The new
coin-snatcher has a split screen for two views, one showing the field from behind home
plate or from the outfield, and a detail screen with the batter and pitcher in action.

     The game is already in numerous US test locations and should be widely distributed
to local arcades by mid-Summer.

T-SHIRTS USE   Dimension 4 Design Group now has t-shirts silk screened in black
COMPUTER JARGON   with phrases like "Let's Cobol", "I speak Basic", "Programmer Power",
                      "Hardware" and "Software". Send $7.95 each plus $1.50 shipping to
Dimension 4 Design Group, 1018 Proprietors Rd., Worthington, Ohio 43085. Specify the
phrase you want, color (green, blue, red or yellow) and size (S-M-L or XL.)

AVALON HILL ENTERS   Avalon Hill has jumped into the Atari 2600 software sweepstakes
VCS MARKET WITH   with three titles the company promises will "live up to AH's
THREE TITLES   reputation for quality." "Wallball" is a 3-D ball-bouncing game.
                       "Death Trap" is a challenging arcade-style game requiring good
manual dexterity. "London Blitz" forces the arcader to track falling bombs by using
a scrolling map and a 3-D street level view. When the bombs are finally located, the
next challenge is to disarm them before they explode.

    Avalon Hill plans five additional titles for the Atari 2600 before yearend, and
the company will also begin programming for other home video systems later this year.

TRONIX GOES   No matter which computer you own, Tronix has a game for you! "Juice",
MULTI-SYSTEM   a strategy game, stars Edison, who must complete circuit boards. But
                   he's opposed by Killerwatt, a menace that causes a meltdown. Six play
levels, each with three rounds plus a bonus round, get progressively more difficult as
Edison gets better at his task. "Juice", designed by Arti "Kid Grid" Haroutunian, is
currently available on disk or cassette for the Atari 4-8-1200 computers, and will be
ready for the Commodore 64 by August.

    Tronix is also marketing three ROM cartridge VIC-20 games, "Deadly Skies", "Gold
Fever!" and "Scorpion". "Deadly Skies" equips the gamer with five helicopters for a
shoot-'em-up to destroy an enemy military base, in 32 play levels. Each of the first
16 levels introduces new objects; the top 16 skill levels have action twice as fast
as the lower levels. "Gold Fever!" casts the arcader as a gold miner, gathering ore
while avoiding obstacles and claim jumpers, as he struggles to get the booty and leave
the mine before oxygen runs out. "Scorpion" makes the computerist struggle for his on-
screen life against dragons, frogs, fly traps, worms and other creepy-crawlies.

FROGGER HOPS HOME   Parker Brothers has programmed the arcade hit "Frogger" for the
ON ATARI COMPUTERS   Atari computers. This outstanding translation to computer loses
                       nothing whatsoever from its play-for-pay origins, as gamers try to
get Froggie to his home-cave. First he's got to hop across a multi-laned highway that's
traffic-clogged with cars and trucks. Then the little toad crosses a treacherous river,
riding on the backs of turtles and floating logs, to get to his home on the other side.
    An adaptation of "Frogger" for the VIC-20 will also be available later this Fall.

CBS UNVEILS LINE   CBS Electronics plans eight titles for Mattel's Intellivision this
                    year, starting in summer with "Wizard of Wor", the multi-level under
ground maze game, and "Gorf", a 4-screened intergalactic space battle. Later this year
"Blueprint", "Solar Fox", "Omega Race", "Wings", "Madden Football" and "Domino Man" will
find their way to the Intellivision console.

    Also scheduled for mid-summer release are five titles for the Atari 5200, including
"Wizard of Wor", "Gorf", "Blueprint", "Mountain King" and "K-razy Shoot-Out". Six
additional titles scheduled for fourth-quarter release include "Omega Race", "Solar Fox",
"Wings", "Madden Football", "Satan's Hollow" and "Domino Man".

    "K-Star Patrol" and "K-razy Antics" are scheduled for summer delivery to VIC-20
users, and CBS enters the ColecoVision contest later this year with "Wings", "Mountain
King", "Madden Football" and "Domino Man".

    CBS has seven games for the Atari 4-8-1200 computers, including "Blueprint" (which
the company promises is the most faithful translation from arcade to home ever produced),
and "Omega Race", programmed with the assistance of the original designers who worked on
the Bally/Midway arcade hit, scheduled for August and September delivery, respectively.
Five more titles will follow in the fourth quarter, including "Wings", "Madden Football",
"Solar Fox", "Domino Man" and "Satan's Hollow".

    Completing the CBS lineup for '83 are eight titles for the Atari 2600: "Solar Fox",
"Blueprint", "Kick-Man", as well as the two games with the RAM-plus Power Chip, "Wings"
and "Tunnel Runner".

BALLY-MIDWAY EXPANDS, COMBINES OPERATIONS   In a move to solidly establish their acknowledged position as leaders in the coin-op industry, Bally-Midway has adopted a single corporate logo and combined all operations, pinball and videogame, under one banner. Manufacturing and controlling their product from start to finish (as Atari's coin-op division also does) allows Bally to "present operators with more than a series of interchangeable games in a dull squared-off box. Each Bally-Midway machine is a totally individual package. We build everything, from the controllers to the backboards, and maintain complete control over each title," says Jim Jarocki, company spokesman.

Jarocki proudly displayed the handsome lathework cabinet for the new game "Mappy" in which a plucky mouse makes his way through a series of vertical tunnels by bouncing off trampolines and capturing prizes while eluding pursuers. The beautifully sculpted cabinet and logo art are topped with a backlit, pinball-style backboard.

Although coin-op sales are currently in a financial valley, Midway is simply waiting out the slump. Asked whether the field will ever witness another phenomenon such as the "Pac-Man Fever" that set in motion the last videogame windfall, Jim was dubious. "I don't know whether we'll ever see another 'Pac-Man'," he explained, then added quickly, "but then, we never though we'd see another 'Space Invaders', either!"

IS YOUR COMPUTER TAX DEDUCTIBLE?   Vernon Jacobs, a Kansas CPA, just penned a book answering the question many computerists ask: "Can I deduct the cost of my computer?" According to Jacobs, most people can take a deduction for their home or office computers, yet many owners fail to take advantage of this valuable tax savings. Guidance is available in a concise 26-page report, "Tax Breaks For Computer Buyers", for $9 from Research Press, Box 8137-P, Prairie Village, Kansas 66208.

SPINNAKER GOES CARTRIDGE   Spinnaker has ten new learning games for the Commodore 64 and the Atari home computers which are to be marketed both in cartridge and disk format. The software will be available for September shipment, to be in the stores for the holiday buying season.

Company spokesman Bill Bowman stressed the importance Spinnaker attaches to the ROM cartridges, saying, "Spinnaker created the learning game category for home computers when it released its first disk products last fall. With this full line of cartridge-based software, we are extending this concept to computer owners who do not have disk drives."

ATARI OFFERS 48K EXPANSION BOARD   Atari now has a Memory Expansion Kit to upgrade your 8K or 16K Atari 400 home computer to 48K. Have it installed at an Atari Regional Repair Center, or your local authorized Atari Service Center, for $130; or do-it-yourself with a kit from the Atari Program Exchange. The kit comes complete with instructions and a 90-day warranty on parts, for $110.

The 48K expansion board allows the computer owner access to software titles which require more memory than the original unaltered Atari 400 contains, as well as permitting the use of peripherals that require more memory.

BRODERBUND PUTS SOME SPARE CHANGE IN APPLE   Broderbund's Apple game, "Spare Change", casts the arcader as co-owner of a coin-op palace, trying to enjoy an after-hours game. But his partners, the Zerks, are anxious to close the joint and go home. The gamer keeps trying to put tokens in a new machine, but the Zerks steal the coins as quickly as he deposits them. Distract them with music or telephone calls, then watch a video display of cartoons in a game that Broderbund spokeswoman Cathy Carlston says has "brought laughter to computer games."

HAWKEYE JOINS ATARI   Atari has appointed Alan "Hawkeye" Alda as their official company spokesman. The popular star of movie and television fame, will spearhead Atari's fall advertising campaign.

PUBLISHER USES GAME-STYLE GRAPHICS IN ADVENTURE BOOK Bantam Books tries to capture the flair of videogaming in their new series of books, "Be An Interplanetary Spy". The first pictoral-interactive novel in the line, created by science fiction writer Seth McEvoy and illustrated by Marc Hempel and Mark Wheatley, casts the reader as an interplanetary spy, then sends him on a mission requiring solution of over 30 puzzles. A typical problem presents readers with pictures of two artificial hands, then demands he pick the correct one. Choose hand A, and the book advises you to turn to page 15, where you're congratulated for the correct choice and given the next assignment. Choose hand B, then learn on page 12 that it was the wrong one, and that the next task will have to be completed without this helpful tool.

Author McEvoy developed the story to be easy for young readers to understand, then used videogame-style graphics to make the puzzles interesting as well as informative. Designed to be educational as well as fun, the books teach visual thinking, perspective and geometric patterns, in lessons so entertaining readers won't even notice they're being taught!

DESIGNER WINS KUDOES, CASH IN BRODERBUND CONTEST Luis Mendez, 19, Jackson Heights, N.Y., is the third monthly winner in Broderbund's contest to create the best computer game using that company's "The Arcade Machine", a program which allows computerists to design their own games, even if they don't know how to program. Mendez' entry, "Sea Pirates", won a $200 prize, plus the chance to try for the grand prize - $1500 in hardware/software.

Mendez plans to use the prize toward purchasing a computer, since he doesn't actually own one of his own. He used a friend's Apple for the 1000 hours it took to design his prize-winning program. When questioned about his future plans, Mendez said he'd like to be a professional game designer so intends to seek formal computer training. He described designing games as an art form and went on to say, "A good game designer is like a painter..a composer..a really dedicated artist."

FIRST STAR/MARVEL GET TOGETHER First Star Software and the Marvel Entertainment Group have reached an agreement that allows the computer software design firm to develop and market entertainment and educational programs based on Marvel superheroes. Fernando "Astro Chase" Herrera will oversee development of the programs, which are to be released in multiple videogame and computer formats.

DONKEY KONG, JR. & SR. STAR IN CBS KIDEO SHOW Donkey Kong and Donkey Kong, Jr. are scheduled to star in the new CBS Children's Series, "Saturday Supercade". The program produced by Ruby Spears features Mario, his brother Luigi, Pauline, and other characters from the Nintendo games. These heroes will face rolling barrels, swinging vines and snapping jaws in stories designed for the Saturday morning crowd. The series airs Saturday, September 17, at 8:30-9:30 EST, and 7:30-8:30 PST.

AVALON HILL GETS "RUNEQUEST" Avalon Hill has purchased the rights to produce "Runequest", the hit game formerly published by Chaosium, Inc. Avalon Hill acquired the rights to the basic game as well as all currently available supplements. Chaosium also signed a long-term agreement to provide AH with a continuing supply of new "Runequest" supplements.

The company hasn't yet announced concrete plans for marketing the title, which it calls the most popular adult role-playing game on the market today.

In a concurrent announcement, Avalon Hill also unveiled acquisition of two additional Chaosium games, "Dragon Pass" and "Elric".

EDU-WARE JOINS GAMES NETWORK Edu-Ware Services has licensed its computer software to Games Network, the premium cable-programming service that will launch this December. Edu-Wares line of educational games will be included in in TGN's programming mix when the service premieres in Orange County, Calif. this year.

VIEWPOINT: CES - WHAT IT MEANS FOR GAMING   Cautious optimism was the prevailing mood
                                                at the Summer Consumer Electronics Show
(CES), a mammoth trade event which attracted more than 200 exhibitors of videogame and
computer products to Chicago's McCormick Place in early June. Hardware, software and
peripherals manufacturers are chucking away those rose-colored glasses and buckling down
to the task of carving a niche for themselves in the marketplace by identifying - and
then satisfying - the needs of America's 40 million avid electronic gamers.

    There's no question that the failure of outfits like Games By Apollo, Data Age,
Astrocade and U.S. Cames has yanked some marketers back to reality. The dangerous
notion that any item that is backed by enough advertising clout can't miss making money
has taken quite a beating during the last year. It has become abundantly clear, for
instance, that buying a hot license does a software publisher no good unless it can
create an equally hot game around it. Similarly, it has become obvious that popularity
in the commercial game parlors doesn't automatically make the title a surefire home
arcade success.

    Does this mean that the bloom is off the rose, or that electronic gaming's golden
age has ended? Absolutely not. What has happened is that company executives have
realized that poor planning can turn the games boom into a fatal depression for the
unwary firm. The bright sales and profit picture has many manufacturers concocting
ambitious plans for fourth quarter 1983 and beyond, but never again will any sensible
producer develop strategies that don't take other manufacturers' activities into
account.

    One immediate consequence of the more businesslike attitude is that prices are
heading lower just about across the board. In fact, electronic gaming has never been
more affordable for the average American. Intense competition and cost-cutting
fostered by technological progress are knocking down the cost of almost anything a
gamer's heart could desire.

    Game oriented computers, which sold for as much as $1000 shortly after Christmas
1982 are mostly below $300 today. Videogamers can buy cartridges for several dollars
less apiece than formerly, while computerists are reveling in price-slashes of up to
$20 per disk compared to last year.

    The new, lower price-scale is further widening the appeal of the world's fastest-
growing hobby. Many families which previously did all their playing in the commercial
game parlors can now afford to purchase a home arcade system. So even as many families
go shopping for their first computer, many others are finally ready to plunk down some
folding green for a programmable videogame system.

    The continuing expansion of the electronic gaming audience is as good for gamers
as it is for the manufacturers which will reap greater profits as a result of higher
sales volume. Nothing tempts manufacturers to step up the development and production
of new items like strong - and rising - consumer demand.

    As recently as two or three years ago, electronic gamers might well have asked:
"Is there anything new worth buying?" These days, a better question would be: "What
new product should I buy first?" There really are that many attractive choices.
L-o-o-ong shopping lists will be the rule rather than the exception this winter.

    The most important trend, apart from lower retail prices, is the development of a
kissing-close relationship between the fields of videogaming and computer gaming.
Companies that once only manufactured videogame cartridges are jumping into the design
of computer game software, while several well-known publishers of disks are learning
that the videogame cartridge category can generate substantial profits.

    The realization has dawned that essentially the same type of person is interested
in both sorts of games. Studies have demonstrated that the buyer of a videogame system
is one of the likeliest customers for a new game-oriented computer a year or so down
the road.

    Standardization of hardware and software formats appears no closer today than it
did a year ago, but things have improved in one respect. The practice of publishing

games in multiple editions is making gamers feel much less isolated from fellow hobbyists who happen to own other systems.

Universality has always been one of the greatest strengths of coin-op gaming. A player in Los Angeles has the same games available, essentially, as the arcade-goer in New York City. The same was hardly true on the home front until this year. It's no longer unusual for a software publisher to issue a new title in versions for every system from the Atari 2600 to the IBM Personal Computer.

The most striking example of this is the field-spanning licensing drive for Bill Hogue's "Miner 2049er". Though the game does play a little different from system to system, the similarities easily outweigh the departures from the original concept. That is, Atari 800 and Apple II owners can discuss the intricacies of "Miner" strategy and find enough common ground to make the conversation useful to both.

Action games are still far and away the most popular type, but the leading edge software producers are eagerly searching for new worlds to conquer. Adventures, sports simulations and electronic strategy contests are becoming more numerous. Some outfits, like Synapse Software, are blending elements of the arcade game and the adventure to produce a hybrid with the good qualities of both, like "Necromancer".

Science fiction and fantasy remain the most popular themes, but more diversity is definitely in the wind. Hunts for powerful dragons and mystic orbs will be popular over the next 12 months, but players will find themselves enjoying a wide variety of vicarious experiences as designers probe the game potential of everything from interstate trucking to ballooning.

All in all, it looks like electronic gaming has met its first serious challenge and is now poised for dynamic growth.

<div align="right">Arnie Katz
Co-Publisher of ARCADE EXPRESS</div>

TOMY TUTOR TEACHES TOTS   Tomy Toys has lept into the home computer race with "Tomy Tutor", a new system specifically designed for computer novices. Company spokesmen say the computer can be used by an average 8-year old with no prior experience and minimal parental supervision.

The Tomy Tutor has 32K ROM and 16K RAM expandable to 64K, with a 16-bit processor. BASIC is built in, and high-res graphics make use of 16 on-screen colors. Suggested retail for the system is under $200.

Tomy plans to introduce peripherals for the home computer later this Fall, including joystick controllers, cassette recorder, voice synthesizer, floppy disk drive, printer and expansion unit. The company also promises a wide range of software programs for entertainment and education.

MASH GOES COMPUTER;   Fox Video Games has taken "Mash" multi-system. The game which
FOX INTRODUCES 8K GAME   originally was designed for the VCS is now available for the
                             VIC-20 and Atari 4-8-1200 computers. Fox isn't overlooking the other videogame consoles either, and plans versions for Intellivision and Coleco-Vision. Each game comes packaged with a "Mash" t-shirt.

New from Fox is "Porky's", an 8K game based on the movie, to be released in multiple formats. Saying that they expect "Porky's" to be their biggest hit of the year, Fox president Frank O'Connell promises a vigorous ad campaign in support of the title.

Meanwhile, Al Pepper, VP of Marketing, expressed enthusiasm for the company's prospects, pointing to the 30% increase in cartridge sales overall this year. "There's always room for another good game, just as there is always room for another book although 30,000 new ones are published each year." He went on to say that topical properties that are "right for the times" should always do well in the marketplace.

The company expects "Porky's" success to be augmented by very high sales for "Mash", based on the number of orders received for the title thus far.

OLD FACES   Bill Reiter has just been promoted to position of Director of Sales for
NEW PLACES   SEGA ELECTRONICS. Reiter formerly served as Sales Manager, and prior
                   to joining Sega, was with Tomy Corporation...DATA EAST USA has a new
president, Robert E. Lloyd. Lloyd was formerly Exec. Vice Pres. for this coin-op company.
..Ms. Mireille S. Chevalier is the new Sales & Credit Manager for EXIDY, where she'll
coordinate that company's distributor sales efforts and manage their credit department.
...Robert Hunter is the new VP and General Manager for the CBS ELECTRONICS unit of CBS
Toys, where he'll be responsible for all product development, marketing and sales of
entertainment software...The new Vice President of Marketing for CBS TOYS is Richard A.
Baumbusch, who"ll assume responsibilities for Market Research and PR. Baumbusch was
formerly Marketing Director for Intellivision before joining CBS...MATTEL has named
Jeffrey Rochlis as president of the new unit, the MATTEL TECHNOLOGY ENTERPRISES. The
new unit will develop new consumer businesses based on use of emerging technologies.
Rochlis formerly was with GCE, developers of the Vectrex game system...DATASOFT has
a new programming department in Milpitas, Ca., and has appointed Gary Furr General
Manager of the new offices. Prior to joining Datasoft, Furr was with Atari...Richard
Chopyak is the new manager of marketing services for STARPATH CORP., and will coordinate
domestic and international marketing efforts. He was formerly with Wham-O...SYNAPSE
SOFTWARE's new Advertising Director is Paul Magier. He formerly oversaw ad efforts
for Thorn-EMI at Compton Advertising...Jan Gildersleeve is now Vice President of
Creative Services for THE GAMES NETWORK. She will direct the in-house ad department...
ROKLAN CORPORATION has announced Mike Vierzba's appointment as Director of Marketing,
where he'll be in charge of all consumer marketing of Roklan products...Ron Stein is
the Advertising Manager for SEGA ELECTRONICS. He's been with that company over three
years as Video Producer...Robert Rembert is Director of Marketing Services for SEGA.
He's had over 11 years ad experience in the motion picture industry...

NOTICE TO   This has been a special all-news issue of Arcade Express, because of
ALL READERS   all the exciting new products we saw and plans we heard about at the
                   Consumer Electronics Show in Chicago the first week of June. The
reviews of new products were squeezed out to make room for news. But they'll be back
next issue, along with lots more information about the new games shown in Chicago!

DON'T FORGET!   Arcade Express is going to change its name! Starting with the first
                   issue in August, our name is "Electronic Games Hotline". Subscriptions
will continue just as before, coming to you under the new banner. "Electronic Games
Hotline" will have other improvements that should make it even more exciting for you
to read. Stay with us! You don't want to miss the fun!

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